

a target customer finder that searches for target customers based on their having previously purchased the products suitable to be replaced by searching transaction histories of a plurality of customers for customers that previously purchased the products suitable to be replaced;

a transaction tendencies analyzer that determines transaction tendencies of the target customers by analyzing the transaction histories with respect to the target customers, where the determined transaction tendencies reflect common general properties of products that the target customers has tended to purchase;

a determiner that individually fits product introduction information to the transaction tendencies of each of the target customers determined by the transaction tendencies analyzer by selecting from among a plurality of pre-existing product introductions the product introduction information having content that corresponds to the transaction tendencies of each of the target customers; and

using the individually fitted product introductions so as to individually introduce to the target customers the promoting product to replace said products to be replaced and that were previously purchased by the target customers being introduced.

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9. (THREE TIMES AMENDED) An information decision apparatus for marketing a promoting product responsive to interactively inputting information identifying the promoting product, comprising:

a target customer finder that searches for target customers based on their having purchased a product suitable to be replaced and also based on the product suitable to be replaced having a lower performance level than the promoting product;

a transaction tendencies analyzer that determines transaction tendencies of the target customers by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties of products that the target customers have tended to purchase;

a tendency matrix table categorizing the transaction tendencies into at least two general categories and indicates different product information by a combination of the transaction tendencies, where the two general categories comprise a speed purchasing tendency and a system type purchasing tendency; and

an information determiner that determines the product information for each of the target customers by referring to the tendency matrix table based on the determined transaction tendencies.

10. (THREE TIMES AMENDED) A method of information decision for marketing a computer being promoted responsive to interactively inputting information identifying the computer being promoted, comprising:

automatically finding a previously purchased computer to be replaced by the computer being promoted, by matching a rank and type of the previously purchased computer to product specification information specifying a rank and a type of the promoting computer, where the ranks rank a speed and a price of the computers relative to other computers, and where the types specify system types of the computers;

searching for a target customer based on the target customer having previously purchased said computer to be replaced, by searching, in transaction histories of a plurality of customers, for customers who previously purchased the computer designated to be replaced;

deriving transaction tendencies of the target customer by analyzing a transaction history of the target customer; and

deciding on product introduction information that fits the transaction tendencies of the target customer by matching the rank and type of the promoting personal computer to the transaction tendencies of the target customer, where the product information is capable of being used to introduce to the target customer the promoting computer to replace the computer previously purchased by the target customer.

15. (FOUR TIMES AMENDED) A method of information decision for marketing a product being promoted responsive to interactively inputting information identifying the product being promoted, comprising:

searching for target customers based on their having purchased a product suitable to be replaced that has a lower performance level than the promoting product;

determining transaction tendencies of the target customers by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties of products that the target customers have tended to purchase;

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Cont' categorizing the transaction tendencies into at least two categories and indicating different product information by a combination of the transaction tendencies, where the two categories comprise a speed purchasing tendency and a system type purchasing tendency; and deciding on the product information for each of the target customers by referring to a tendency matrix table based on the determined transaction tendencies.

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21. (THREE TIMES AMENDED) A computer-readable recording medium recorded with a program for causing a computer make information decision, said program comprising:

CH finding target customers who purchased a product suitable to be replaced that has a lower performance level than a promoting product, in response to interactively identifying the promoting product;

determining transaction tendencies by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties that the target customers have tended to purchase;

categorizing the transaction tendencies into at least two categories and indicating different product information by a combination of the transaction tendencies, where the two categories comprise a speed purchasing tendency and a system type purchasing tendency; and

deciding on the product information for each of said target customers by referring to a tendency matrix table based on the transaction tendencies analyzed by the analyzing.

22. (TWICE AMENDED) An information decision apparatus, comprising:

a replacement commodity finder that finds a commodity suitable to be replaced by a promoting commodity based on commodity specification information that specifies a promoting commodity, where the commodity to be replaced is found by comparing the specification information of the promoting commodity to specification information of previously purchased commodity, the finding in response to interactively identifying the promoting commodity;

a target customer finder that finds a target customer who purchased the commodity suitable to be replaced by searching transaction histories of a plurality of customers for customers that previously purchased the commodity suitable to be replaced;

a transaction tendencies analyzer that determines transaction tendencies of the target customer by analyzing the transaction histories with respect to the target customer, where the determined transaction tendencies reflect common general properties of commodities that the

target customer has tended to purchase; and

a determiner that fits commodity introduction information to the transaction tendencies of the target customer determined by the transaction tendencies analyzer by selecting from among a plurality pre-existing of commodity introductions the commodity introduction information having content that corresponds to the transaction tendencies of the target customer, so as to introduce to the target customer the promoting commodity to replace the commodity that was previously purchased by the target customer.

23. (TWICE AMENDED) An information decision apparatus, comprising:

a target customer finder that finds target customers who purchased a commodity suitable to be replaced that has a lower performance level than a promoting commodity, the finding in response to interactively identifying the promoting commodity;

a transaction tendencies analyzer that determines transaction tendencies of the target customers by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties of commodities that the target customers have tended to purchase;

a tendency matrix table that categorizes the transaction tendencies into at least two categories and indicating different commodity information by a combination of the transaction tendencies, where the two categories comprise a speed purchasing tendency and a system type purchasing tendency; and

an information decision part that decides on the commodity information for each of the target customers by referring to the tendency matrix table based on the transaction tendencies determined by the transaction tendencies analyzer.

24. (TWICE AMENDED) A method of information decision, comprising:

finding a commodity suitable to be replaced by a promoting commodity based on commodity specification information specifying a promoting commodity, where the commodity to be replaced is found by comparing the specification information of the promoting commodity to specification information of previously purchased commodity, the finding in response to interactively identifying the promoting commodity;

finding a target customer who purchased the commodity suitable to be replaced by searching transaction histories of a plurality of customers for customers that previously

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purchased the commodity suitable to be replaced;

determining transaction tendencies of the target customer by analyzing the transaction histories with respect to the target customer, where the determined transaction tendencies reflect common general properties of commodities that the target customer has tended to purchase; and

fitting commodity introduction to the transaction tendencies of the target customer by selecting from among a plurality pre-existing of commodity introductions the commodity introduction information having content that corresponds to the transaction tendencies of the target customer, so as to introduce to the target customer the promoting commodity to replace the commodity to be replaced that was previously purchased by the target customer.

28. (ONCE AMENDED) A method, comprising:

interactively designating a computer to be promoted, where the computer to be promoted has a computing performance rating, where the computer to be promoted is one of a new computer and a used computer, and where the computer to be promoted has been determined to have sufficient value to be promoted;

responsive to the designating, identifying a particular computer model in a computer model database by comparing the computing performance rating of the computer to be promoted to computing performance ratings of computer models in the computer model database, where the particular computer model is identified because it has a computing performance rating lower than the computing performance rating of the computer designated to be promoted;

searching a customer purchase history database to find a customer that previously purchased an actual computer that corresponds to the identified particular computer model;

determining a category of pricing or speed of computers that the customer has tended to purchase by analyzing the purchase history database with respect to the customer;

determining a category of size of computers that the customer has tended to purchase by analyzing the purchase history database with respect to the customer; and

automatically selecting a pre-determined introduction from among a plurality of pre-determined introductions, where the selected introduction corresponds to both of the purchasing tendency categories, and where the pre-determined introductions each correspond to different combinations of purchasing tendency categories.

29. (NEW) A method, comprising:

storing computer purchases of customers, each computer purchase comprising a customer identifier, a product identifier, a computer type, and a computing performance rank, where a type is at least one of a desktop, a middle tower, a notebook, a thin type notebook, and a sub-notebook;

interactively inputting a particular computer to be promoted, the promoted computer having a computing performance rank;

searching the stored purchases to find past purchases of computers that have a computing performance rank below the computing performance rank of the promoted computer, by comparing the performance rank of the promote computer with the performance rank of the stored computer purchases;

based on the computer purchases of the customers identified by the found past computer purchases, for each such identified customer:

automatically determining a first purchasing trend indicating one of balance between performance and price of a computer, computing performance, low computer price, and special computing purpose,

automatically determining a second purchasing trend indicating one of balance between performance and price of a computer, computing performance, computer extendibility, space saving, and portability, and

automatically selecting promotion information from a matrix of purchasing trends by finding a matrix entry that matches the determined first and second purchasing trends; and presenting the promotion information to the identified customers.